

## PICK THE RIGHT MARKET FOR YOUR BUSINESS



**ITB**  
China

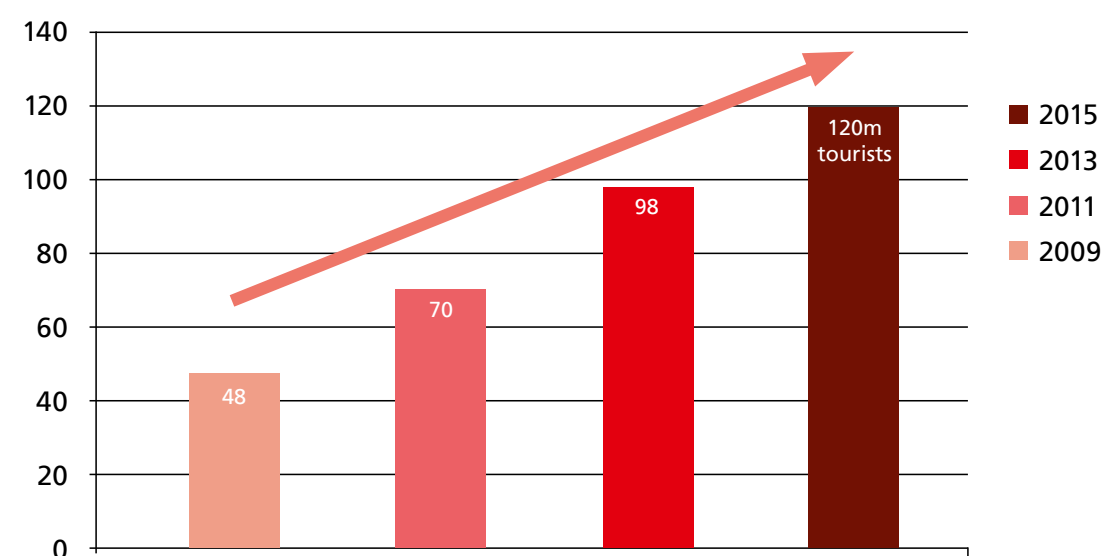
The Marketplace for China's Travel Industry

## EXPERTISE AND EXPERIENCE – OUR KEY SUCCESS FACTORS FOR YOUR BUSINESS.

- ITB is **leading** in successful global B2B trade shows.
- More than **50 years of thriving business** are our proof of concept.
- **High-Level satisfaction** of our customers is our motivation.
- ITB China is our newest and **promising platform** for business in this **booming region** of the world.

## WHY CHINA?

### ...BECAUSE CHINA IS THE FASTEST GROWING SOURCE MARKET.



## CONTACT

Stand Registration and Sponsorship

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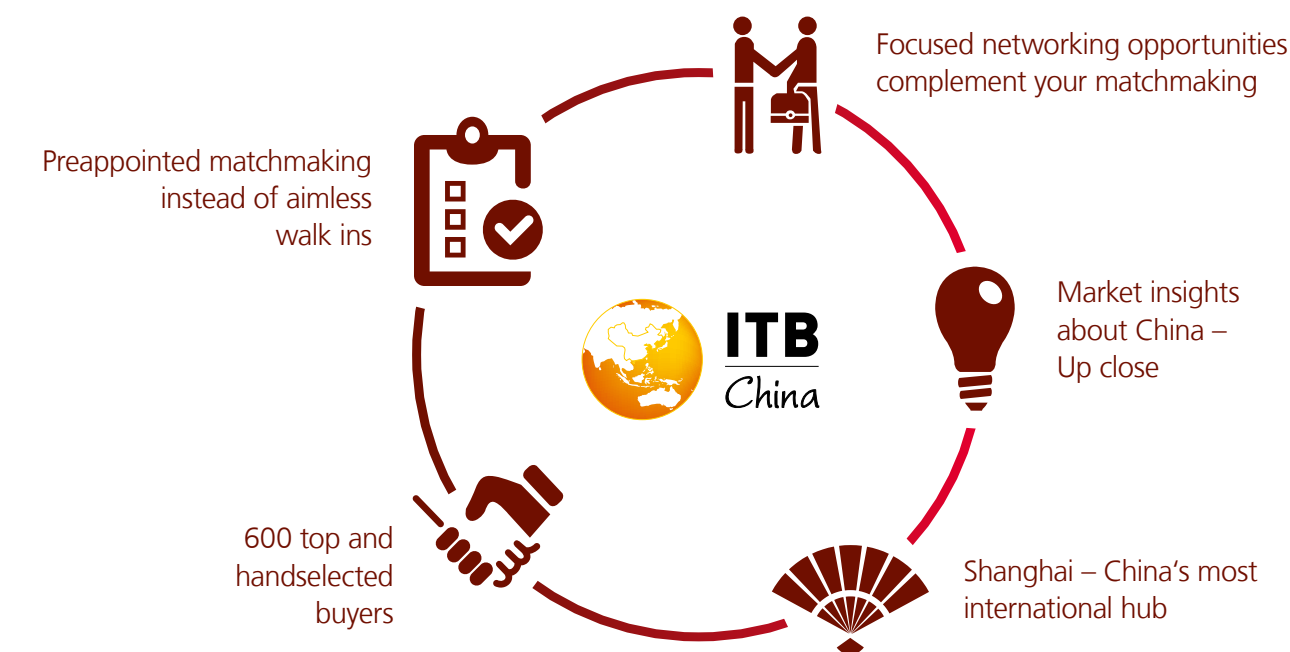
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## WHAT ITB CHINA OFFERS YOU

### FOCUS TO SUCCEED: ITB CHINA IS ALL ABOUT CHINA!

- With the support of our partners, ITB China is pleased to confirm **600 top buyers** from some of the biggest Chinese travel agencies.
- Profit from pure and **pre-appointed B2B meetings** in the vibrant metropolis of Shanghai
- Exhibit and discover the whole bandwidth of China's travel market by **meeting leisure, corporate and MICE buyers**.
- Visit **ITB China Conference** and benefit from latest insights on the developments of the Chinese travel market.
- Choose easily from **handy shell scheme formats** or book a splendid space for your **individually designed booth**.



**10 – 12 May 2017, Shanghai**  
**itb-china.com**

ONE WORLD.  
ONE INDUSTRY.  
ONE BRAND.



No. 1 Travel Trade Show  
in the World  
8–12 March 2017, Berlin

- Established in 1966
- 10,000 exhibitors
- 180,000 visitors

[www.itb-berlin.com](http://www.itb-berlin.com)



The leading B2B trade  
show for the entire Asian  
travel market  
19–21 October 2016,  
Singapore

- Established in 2008
- 10,300 attendees
- 880 buyers

[www.itb-asia.com](http://www.itb-asia.com)



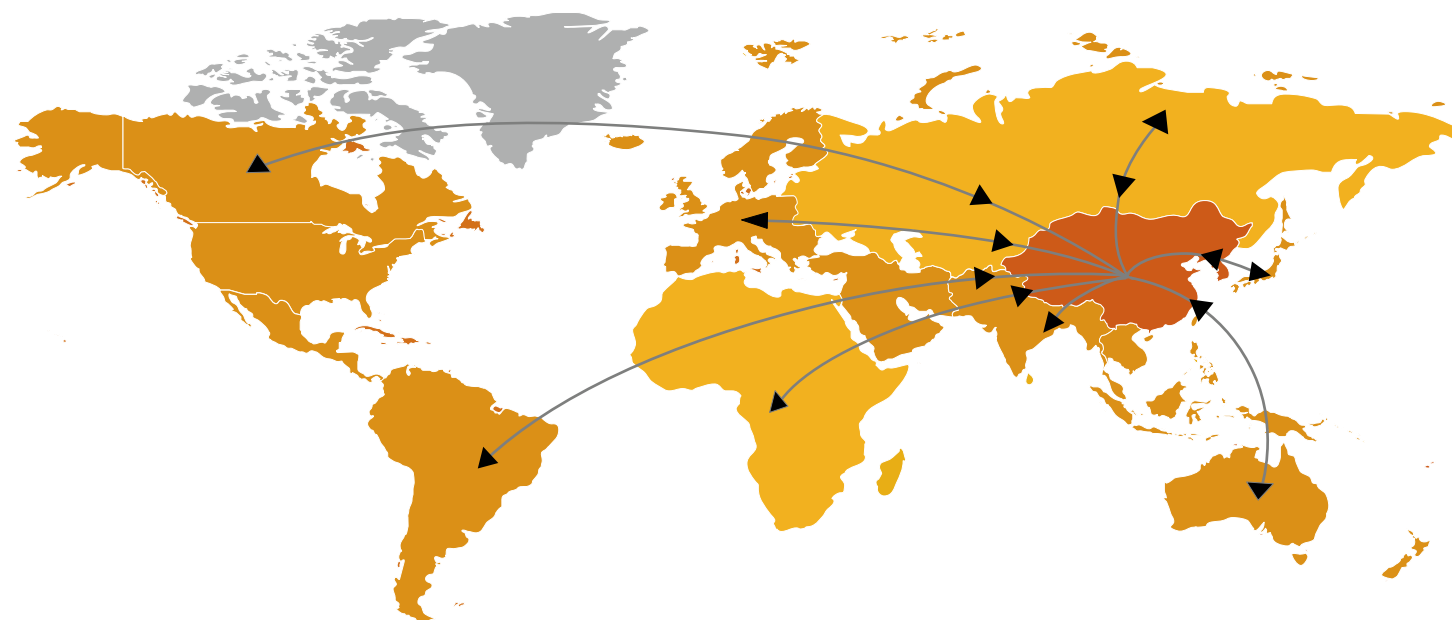
New: B2B trade show for  
the Chinese travel market  
10–12 May 2017,  
Shanghai

- Established in 2017
- 10,000 attendees
- 600 hosted buyers

[www.itb-china.com](http://www.itb-china.com)

## ITB CHINA SHOW CONCEPT

EXCLUSIVE FOCUS ON CHINESE TOURISM



- Pure B2B show

Outbound:  
• Chinese buyers meet  
global vendors

Inbound:  
• Chinese vendors meet  
global buyers



- Key Note Speeches
- Panels and Workshops
- Product Presentations



- Leisure
- Mice
- Corporate Travel

## FOCUS ON BUSINESS



**12,000+**

prescheduled appointments  
maximize business opportunities  
21 match made appointments per  
9 sqm exhibition space



**600+**

Top and hand selected hosted  
buyers from all over China



Focused networking  
opportunities complement  
the matchmaking with

**10,000** attendees



**100%**  
from Greater China Region

BUYER'S PARTNER COMPANIES



全球商务旅行



... and more